

ABSTRACT OF THE DISCLOSURE

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5 In a computer system having a display device with a display surface, a  
portion of the display surface is reserved for an exclusive use by a program, to allow  
contents rendered by the program to be persistently visible. In one embodiment, the  
reservation is accomplished through reducing the width and height of a shared  
portion of the display surface managed by a window manager, corresponding to a  
graphics resolution. In another embodiment, the reservation is accomplished by  
10 having the window manager work with a pixel resolution smaller than the operative  
pixel resolution of the display device driver. In one embodiment, the reservation is  
made only while the computer system is "on-line". In one embodiment, the  
exclusive use is to render advertisements in the reserved portion by an advertising  
rendering program. The advertisements are HTML pages received from an  
15 advertisement web server through the Internet. The HTML pages are rendered in  
the reserved portion through a direct draw component. The direct draw component  
is provided with the unreduced width and height as the width and height of the  
surface area to support direct drawing of displays. A cursor control device driver  
also supports monitoring of movements of a cursor control device and of  
20 occurrences of cursor events. The cursor control device driver is likewise provided  
with the unreduced width and height as the width and height of the surface area to  
monitor for cursor movements and events. In other embodiments, multiple portions  
of the display surface are reserved for advertising and/or other exclusive uses. In yet  
other embodiments, full screen applications, including those that utilize page flipping  
25 are accommodated.